PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Richard Heretick DATE: October 18, 1990

FROM: Doron Stern

SUBJECT: Test Product Request - REVISED

Consumer Research will be conducting the following tests on Marlboro:

- Marlboro Medium ad/pack
- Marlboro Medium vs. Milds paired comparison
- Marlboro Extra Lights ad/pack

The following outlines the quantities, shipping address and timetable for these tests:

Quantities:	Brand	Number
	Marlboro Medium (12 mg king size box)	600 ten pack cartons
	Marlboro Milds (12 mg king size box)	300 ten pack cartons
	Marlboro Extra Lights (8 mg king size box)	300 ten pack cartons

Shipping Address:
Marketing Information Systems Inc.
100 Sylvan Avenue
Englewood Cliffs, NJ 07632
ATTN: Zack Apkarian

Timing:	Test	Arrival Date
	Marlboro Medium ad/pack	November 12
	Marlboro Medium vs. Milds paired comparison	November 12
	Marlboro Extra Lights ad/pack	November 26

/sed

cc: D. Beran
R. Camisa
K. Eisen
C. Levy
N. Lund

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Source: https://www.industrydocuments.ucsf.edu/docs/qxlj0004